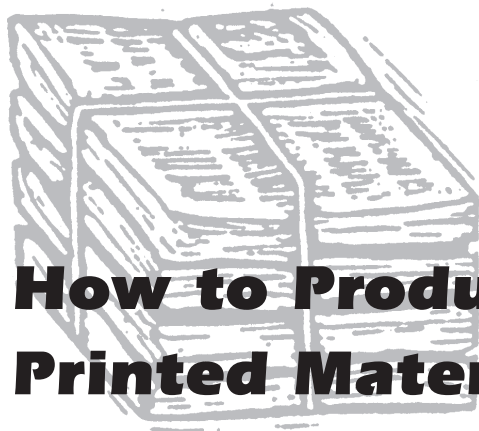


How to Produce Printed Materials

A Guide to Planning, Testing,
Printing and Distributing Health
Education Materials

September 2000





How to Produce Printed Materials

A Guide to Planning, Testing,
Printing and Distributing Health
Education Materials

September 2000



For additional copies of this booklet:
Maternal-Child Health
PO Box 47880
Olympia, WA 98504-7880
360-236-3502

DOH Pub 940-002 9/2000

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Introduction

This booklet was developed to help guide you in producing printed materials. It is intended for developing health education materials, but the basic outline can apply to any kind of document. The steps are based on a proven methodology for health education. They incorporate the experience of colleagues who have developed effective materials and successfully navigated the Department's publishing process. You, too, can be successful!

Before you begin, read this booklet all the way through. We organized the booklet into five main steps to help you get an overview, but many of the detailed processes overlap rather than following a straight line from start to finish. The booklet takes you through planning and development, and familiarizes you with the production process. It offers helpful definitions and additional resources.

The Maternal-Child Health Management Team strongly recommends that all MCH materials be developed following the steps outlined in this booklet. Other DOH programs may also find this guide helpful. If you need additional help, consult the Office of Health Promotion, which specializes in the development and production of educational materials.

Maternal-Child Health Materials Workgroup Community and Family Health Division

Steve Bichler
Ruth Francis Williams
Cindy Gleason
Janna Halverson
Kathi LLOYD
Don Martin
Joyce McCollough
Stacey McConlogue
Patsy Shumway
Donna White

A Summary Checklist

Make a copy of this page and use it in your planning process.

1. Planning and Development

- ☐ Develop a Project Plan
- ☐ Research Content and Methods
- ☐ Identify Needs of the Target Audience
- ☐ Identify Resources (time, budget, staff)
- ☐ Develop a Draft of the Message

2. Review and Pretest

- ☐ Develop a Review and Pretest Plan
- ☐ Review by Internal and External Stakeholders
- ☐ Produce Examples for Testing
- ☐ Pretest the Message and Examples with the Audience
- ☐ Make Appropriate Changes

3. Design and Production

- ☐ Refine the Project Plan
- ☐ Complete Publication Requirements
- ☐ Complete Production Work
- ☐ Finalize the Product

4. Printing and Publishing

- ☐ Coordinate Authorization and Notification
- ☐ Complete the Paper Work
- ☐ Work with the Department of Printing

5. Distribution, Inventory and Maintenance

- ☐ Periodically Review and Evaluate Materials
- ☐ Coordinate Ongoing Distribution
- ☐ Maintain Files and Artwork
- ☐ Reprint, Revise, Discontinue

Flow Chart

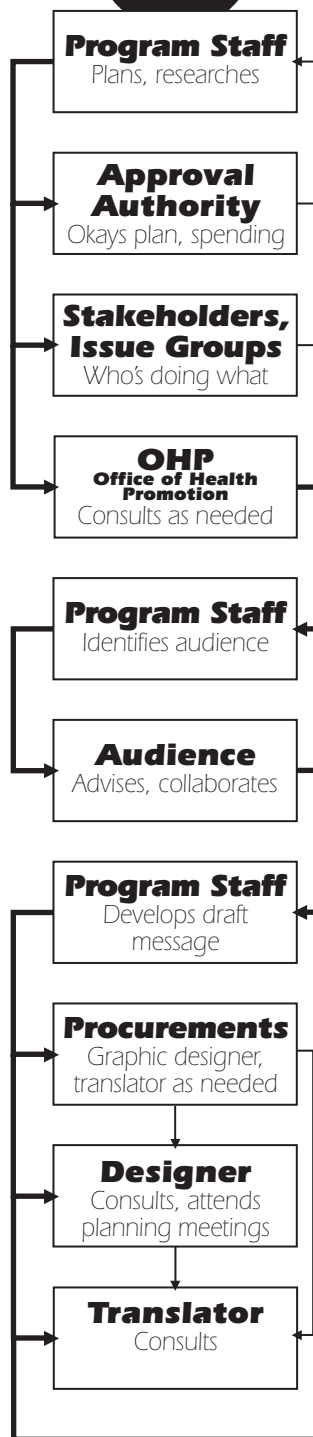
Here is a diagram for those who like to see a picture of the overall process. The flow chart depicts the steps described in more detail on the next few pages.

The heavier line shows the main flow of activity from the perspective of program staff involved in developing the new printed material. The lighter line shows secondary actions of other people involved in the process.

In Step 5, the decision to revise the publication takes you back to Step 1. However, it may not always be necessary to go back to the very beginning, depending on the nature of the revision.

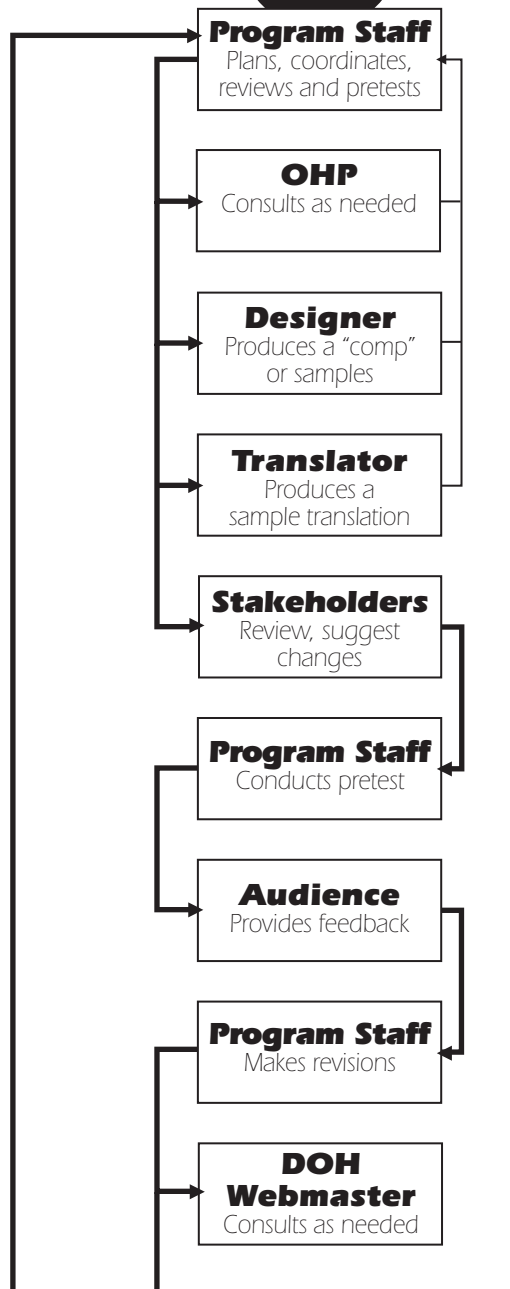
Planning and Development

1



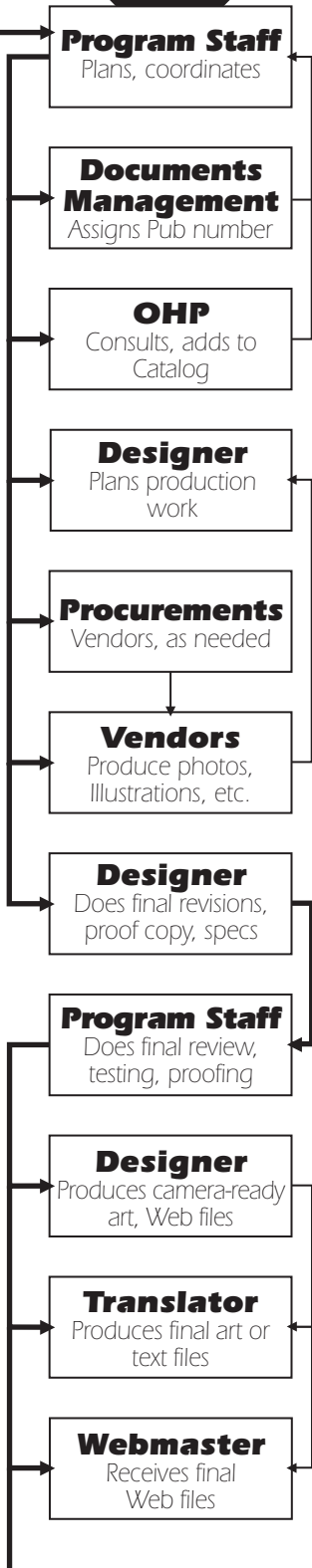
Review and Pretest

2



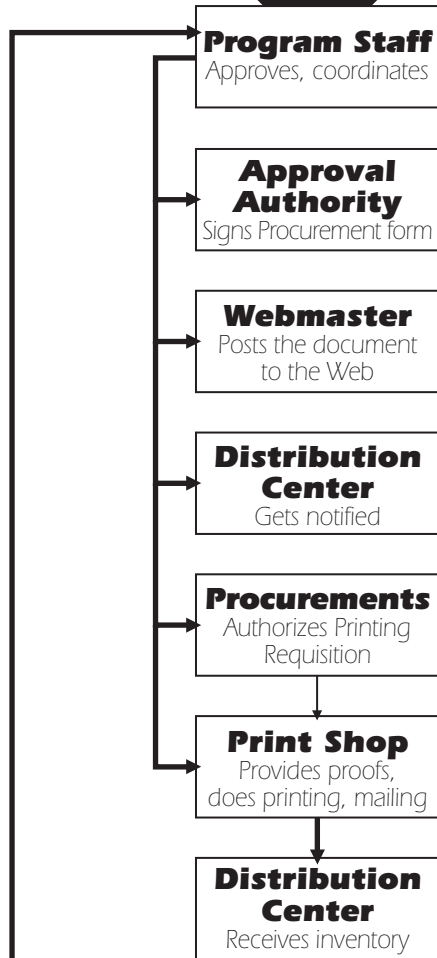
Design and Production

3



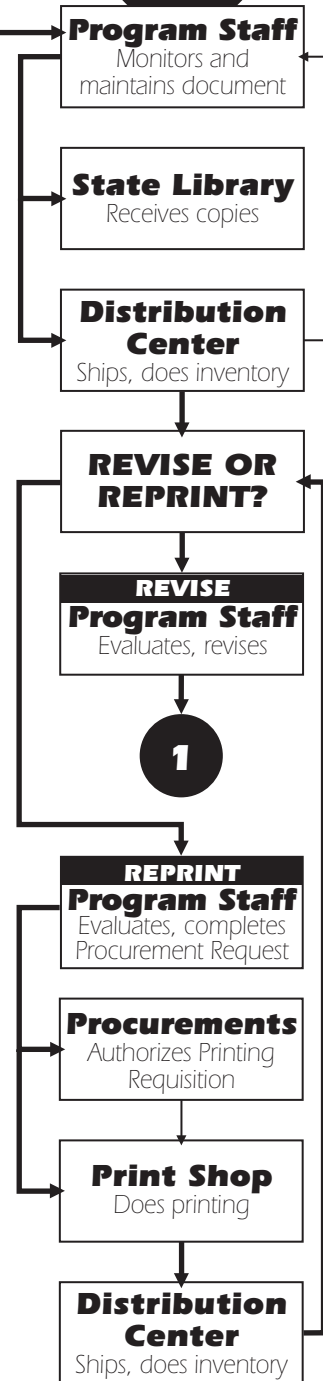
Printing and Publishing

4



Distribution, Inventory and Maintenance

5



1. Planning and Development

Develop a Project Plan

- Develop an overall philosophy or approach—write a **concept paper** (bold words defined at right)
- Identify a project lead—a single point of contact to answer questions, make decisions
- Start planning how the material will be evaluated—the role of the publication in meeting your educational or communication goal

Research Content and Methods

- Do a literature search on current data and approaches
- Research your “competition”—what causes and reinforces the problem?
- Look at current activities of groups outside DOH that are addressing the issue
- Determine your role—what is already happening, where are there gaps, and how can we coordinate with others?
- Determine the need for new vs. adapted or purchased materials

Identify Needs of the Target Audience

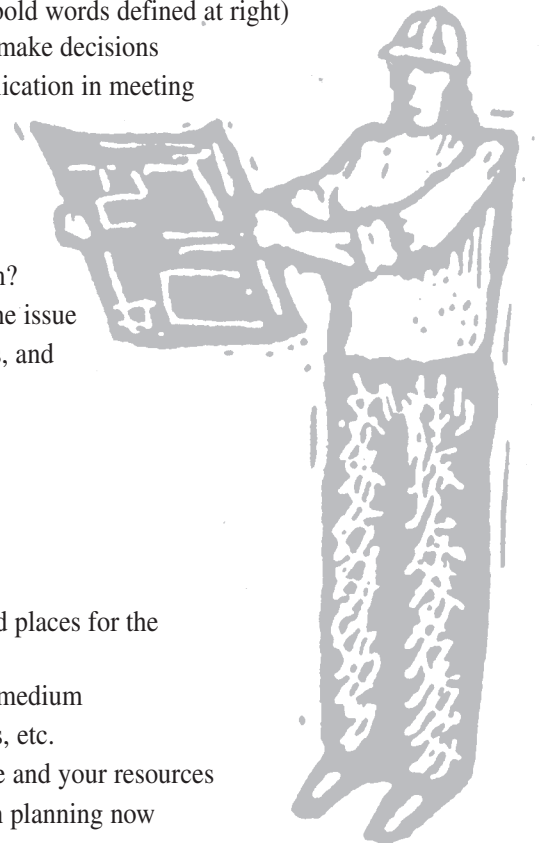
- Identify the **target audience(s)**—be as specific as possible
- Survey the audience about how they see the issue and what they need
- Identify a **medium** for the message—what are the best ways, times and places for the audience to get information?
- Determine what will be culturally appropriate—for both message and medium
- Pick the best medium within the limits of time, budget, audience needs, etc.
- Determine what **distribution method** will work best with the audience and your resources
- If you think you may post the information on the DOH Web site, begin planning now

Identify Resources (time, budget, staff)

- Plan a time line—work backwards from your due date leaving enough time for each part of the process. Be realistic—it often takes several months to do an effective piece
- Get some rough estimates, develop a budget, and figure staff time (see page 13 for estimates from the Department of Printing)
- Know your office’s **approval process** for projects and spending
- Consult with the Office of Health Promotion on development, testing and production
- Determine the role of consultants and partners
- Determine the life span of the material and a plan for updates
- Work with the Procurements Office to select a writer, designer and translator as needed—these are often purchased services and don’t require a formal contract
- Have your writer and designer attend appropriate planning meetings

Develop a Draft of the Message

- Determine the best style and structure of writing
- Determine the **call to action**—what are you asking people to do after they read it?
- Sharpen the message and outline the main points
- Write and edit the text (or adapt existing materials)—make it simple, clear and accessible
- Gear the **reading level** to the needs of the audience



Definitions:

Approval process—stakeholders, supervisors, managers and executives, and offices such as Assessment Units, Procurements and Communications, that may need to buy off on the project, authorize the expenditures or answer to the public.

Call to action—what the person reading your educational material can do to find out more, get support, take the next step or become involved. Encourage active participation, not just passive information.

Concept paper—a summary of the project that includes overall goals, educational interventions, the role of printed materials, the target audience, the medium you will use to reach them, a call to action, key messages, a distribution plan and ongoing activities.

Distribution method—a plan for how the printed material will get to the audience, either directly or through a second party, such as a clinic nurse or a partner organization. Also, ongoing dissemination, such as filling orders from the DOH Distribution Center.

Medium—the specific form in which the information is conveyed based on the needs of the target audience. Examples: brochure, poster, comic book, web site, paycheck stuffer, newsletter article, fotonovela, refrigerator magnet, etc., as well as newspapers, magazines, radio, TV and other mass media.

Reading level—the ability of the audience to recognize words and comprehend meaning, traditionally expressed as the standardized ability to read at a certain grade in school, such as 6th grade reading level. Simple tests for word difficulty and sentence length can help you decide if the text is clear.

Target audience—printed materials are most effective if they are directed to the needs of a specific audience, rather than “the general public.” Determine who wants or needs the information and why. Involve them in your planning. Consider age, sex and ethnicity, but also behavior, location and readiness to learn or change.

Resources

DOH Office of Health Promotion (OHP)

Consults on pretesting, production planning, scheduling and budgeting, dissemination, and evaluation for health education materials. Specializes in marketing and awareness campaigns, and writing for low literacy audiences. Can provide information on vendors for design, photography, and translations. Maintains the agency catalog of health education materials.

Director: Heidi Keller

Health Educators: Ruth Abad, Jennifer Bush, Theresa Fuller,
Dorothy Gist and Don Martin
360-236-3736

DOH Office of Contracts, Properties and Procurements

Processes Procurement Requests and Field Orders for design and production vendors and translation services. Approves and tracks Printing Requisitions for jobs sent to the main printing plant. Approves personal services contracts and use of convenience contractors.

Bill Adams
360-236-3916

Guidelines for Developing Easy-to-Read Health Education Materials

Written by the Office of Health Promotion, this booklet takes you through some basic steps in developing effective materials. It includes additional references for audience testing and reading level.

www.HEREinWA.org

Go to the Health Educator’s Toolbox

Mentors

Here are a few colleagues in Community and Family Health who are available to help guide you and answer questions. There are many other mentors in the Department. Find out who in your program, office or division has experience and is available to help, or contact the Office of Health Promotion.

Cindy Gleason, Immunization Program	360-236-3569
Ruth Francis Williams, CHILD Profile	360-236-3549
Ruth Abad, Office of Health Promotion	360-236-3702
Dorothy Gist, Office of Health Promotion	360-236-3740
Don Martin, Office of Health Promotion	360-236-3707

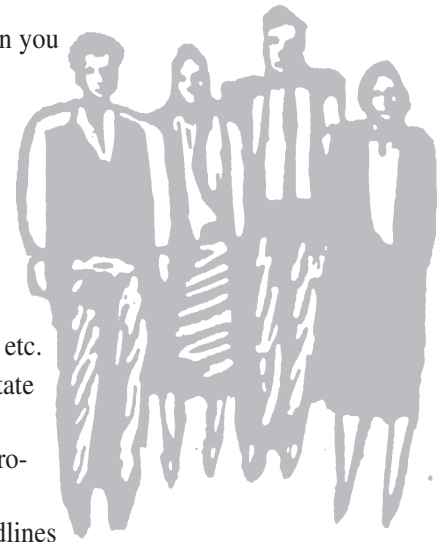
2. Review and Pretest

Develop a Review and Pretest Plan

- Outline a **pretest** plan and **evaluation** process—how many rounds of changes can you afford to make and how much audience testing is an acceptable standard?
- Identify internal and external reviewers
- Identify pretest methods and potential participants from the target audience
- Determine time line for accepting comments and conducting pretests

Review by Internal and External Stakeholders

- Determine which **stakeholders** should and/or must review:
Internal—Peers, supervisor, manager, executive management, legislative liaison, etc.
External—Consultants, contractors, medical experts, community leaders, other state agencies, local public health staff, distributors, etc.
- Give a “heads up” to the Office of Communications, especially for possibly controversial subjects or audiences
- Inform reviewers of your plan, the expected extent of their participation and deadlines
- Circulate the concept and draft text



Produce Examples for Testing

- Have the **graphic designer** produce a sample **layout** (also called a “**comprehensive**” or “**comp**”) using the draft text. Or have the designer provide representative examples of the medium, illustration styles, color choices, photos, typefaces, etc.
- Coordinate translations—work with the target community and a **translator**, check the appropriateness of content and accuracy of the translation, and coordinate sample layouts with the designer
- Make a small number of copies for review and pretesting purposes—you may need to make color copies if you are testing colors

Pretest the Message and Examples with the Audience

- Determine pretest methods: focus groups, individual or intercept interviews, key informant interviews, surveys, etc.
- Determine pretest methods for materials in various languages
- Develop test questions
- Test the message to see if it is clear, understandable, compelling
- Test samples of the medium to see what the audience notices and uses, as well as what they don’t like
- Test visual elements separately to get a clear reaction to illustrations, photos or logos
- Ask for specific comments on the presentation, order, colors, headlines, etc.

Make Appropriate Changes

- Respect what the audience tells you and stay focused on their needs
- Also consider the needs of those who will be distributing the material or working with the audience
- Incorporate relevant and appropriate suggestions from pretests and reviews
- Determine the need for further revisions and testing

Definitions:

Comprehensive—an early mockup of how the material will look, provided by the graphic designer, usually including the recommended colors and typefaces, styles of headings and text, margins, use of pictures or charts, page size, folds, etc.

Evaluation—a scientific appraisal of the effectiveness of your educational effort. Evaluation needs to take place during the development process, after the material is disseminated, and as part of an on-going distribution plan.

Graphic design—a professional service encompassing a wide range of skills from desktop publishing to advertising. Trained designers consult on a variety of print and electronic media and are versed in the language and trade customs of the printing and marketing industries.

Layout—the graphic design and page order of the artwork used for printing or copying.

Pretest—a method of verifying the clarity and appeal of educational material, before it goes into production, to ensure that it will have the intended impact. Some methods of pretesting are: intercept or individual interviews, focus groups, key informant interviews.

Stakeholders—the individuals, groups and partners, who are affected by or involved in the issue you are addressing. Examples: patients or clients, community leaders, non-profit organizations, businesses, medical professionals, community clinics, hospitals, health plans, DOH staff and management, local health jurisdictions, policy-makers, legislators, etc.

Translator—a qualified professional who is fluent in another language, can translate the meaning and impact of a message and is sensitive to the needs of the audience, including reading level and regional dialects.

Resources

Guidelines for Developing Easy-to-Read Health Education Materials

Written by the Office of Health Promotion, this booklet takes you through some basic steps in developing effective materials.

www.HEREinWA.org

Go to the Health Educator's Toolbox

Evaluation: Are we making a difference?

Written by the Office of Health Promotion, this four page introduction to different types of evaluations helps you answer some basic questions and provides additional resources.

www.HEREinWA.org

Go to the Health Educator's Toolbox

Contracting for Design Services

Written by the Office of Health Promotion, this short discussion of the design and procurement process familiarizes you with some terms and steps, helps you prepare and know what to look for, and provides a checklist and additional resources.

www.HEREinWA.org

Go to the Health Educator's Toolbox

Getting Translations

Written by the Office of Health Promotion in 1998, this step by step guide explains what to consider when translating health education materials. It includes a list of translation services, some of which are no longer in business. Call the Office of Health Promotion for a current listing.

www.HEREinWA.org

Go to the Health Educator's Toolbox

Information on pretesting and focus groups

Contact the Office of Health Promotion for consultation, indepth resources and estimates on pretesting materials.

360-236-3736

3. Design and Production

Refine the Project Plan

- Refine budget and time line
- Refine distribution plan
- Plan how you will **maintain the publication** for future updates and changes (the software it is in, output needs, storage of art/files, etc.)
- Continue to plan for later stages of evaluation of the material

Complete Publication Requirements

- Know the printing rules and regulations—check with Office of Financial Management (OFM), Documents Management and Procurements Office
- Consult with your designer and the DOH Webmaster about Web publishing (see page 16)
- Consult with your graphic designer and the Department of Printing about printing and mailing needs. Get a written estimate—use the on-line form (see page 13)
- Identify and file copies of any **use rights, copyrights, photo releases**, etc.
- Obtain a publication number from Documents Management
- Notify Office of Health Promotion to include the new piece in the DOH Health Education Catalog
- Comply with appropriate design guidelines for logo, ADA statement (see page 18)
- Inform your designer of design guidelines and your production plan

Complete Production Work

- Meet with the designer to review the updated project plan and time line
- Plan and coordinate production work (estimates, deadlines, vendors, etc.)
- Identify vendors as needed for photography, illustration, etc.
- Work with the designer to create the layout and incorporate changes based on audience testing
- Work with your designer and Webmaster to plan files for posting on the Web
- Get a final proof copy of the publication and printing specifications from the designer

Finalize the Product

- Coordinate changes and revisions to translated materials
- **Proofread** the final design and layout (it's best to have more than one person proofread)
- Conduct any final testing and review
- Mark all final changes and corrections on one master proof copy
- Have the designer make all the final corrections
- Get **camera-ready art** or **copy-ready art** from the designer—usually on disk
- Have the designer create files for posting on the Web—**PDF** or **HTML** files plus a plain text file with all final corrections (see page 16)
- Gather all photos, text files and other important elements and store them safely



Definitions:

Camera-ready art—a layout that is ready to be photographed (or output) and made into a negative or printing plate. It needs no further corrections, and looks exactly like it will when printed. Art for color printing is set up as spot- or 4-color separations.

Copy-ready art—a layout that is ready to go on the copier. Usually lower resolution than camera-ready.

Copyright—registered legal right to exclusive publication or ownership. Documents produced by state agencies are the property of the state. They are considered “public domain.” This means they can be used without permission or fees. You can copyright a state document, but it is unlikely the state will enforce it. Ask the assistant attorney general for advice.

HTML and PDF—see page 16 for information about publishing on the Web.

Maintain the publication—most documents will need changes. Plan now for what computer program you will use, how you will store the originals, do updates and make changes.

Photo releases—signed permission from people you photograph to use their image in various media. Without a release they may later demand compensation. Ask Office of Health Promotion for sample releases.

Proofreading—important step, special skill. Proofreaders need to have an excellent command of grammar and spelling. Good proofreaders double check anything they are unsure about. They look it up in the dictionary or stylebook. Final proofing should be done by someone other than the writer or designer of a document.

Publication number—a required six-digit number assigned by Documents Management that identifies your office and the publication. All publications should have one printed under the DOH logo, followed by the month and year of the last revision.

Use rights—Unless you have a specific written agreement, ownership of original artwork and photographs remains with the creator. Arrange a “buy out” of photographs or illustrations so that DOH holds the use rights and does not have to pay for additional uses.

Resources

ADA Requirements

See page 18

DOH Documents Management

Part of the Office of Information Resource Management. Maintains the agency database of publications and assigns publication numbers used for tracking, recordkeeping and ordering. The agency Webmaster advises on DOH Web pages and policies and procedures for the Internet.

Cindy Lindley
360-236-4445

DOH Office of Contracts, Properties and Procurements

Processes Procurement Requests and Field Orders for design and production vendors and translation services. Approves and tracks Printing Requisitions for jobs sent to the main printing plant. Approves personal services contracts and use of convenience contractors.

Bill Adams
360-236-3916

DOH Office of Health Promotion (OHP)

Consults on pretesting, production planning, scheduling and budgeting, dissemination, and evaluation for health education materials development. Specializes in marketing or awareness campaigns, and writing for low literacy audiences. Can provide information on vendors for design, photography, and translations. Maintains the agency catalog of health education materials.

Don Martin
360-236-3707

Office of Financial Management (OFM)

Authority for statutory requirements of state publications. Assists agencies in complying with legal requirements, administrative policies, and directives.

Publication Requirements
www.ofm.wa.gov/pubguide/pub/toc.htm

Guidelines for Developing Easy-to-Read Health Education Materials

Written by the Office of Health Promotion, this booklet takes you through some basic steps in developing effective materials.

www.HEREinWA.org
Go to the Health Educator’s Toolbox

4. Printing and Publishing

Coordinate Authorization and Notification

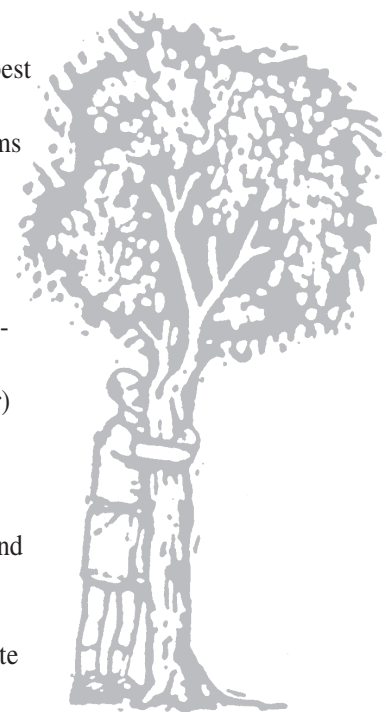
- Identify a person who can answer technical questions from the printer—it is often best to have the designer do this
- Coordinate Web publishing with the DOH Webmaster. Get approval for posting items on the DOH Web site and send HTML or PDF files and a plain text file to the Webmaster
- For jobs that are being printed or paid for by other agencies or contractors, get approval from your signing authority and the Procurements Office
- If you are reprinting a product that was created by someone else, get written permission from the owner
- Determine the appropriate printing facility (state printing plant, copy center, vendor)
- Notify the Distribution Center (DOH Warehouse) of impending delivery

Complete the Paper Work

- Review **printing specifications** provided by the designer and make final changes and recommendations (paper, ink colors, binding, bundling, packaging, mailing and delivery instructions, etc.)
- For copy center jobs, fill out a **Copy Center Request** form. Be sure to give complete directions, circle “Yes” under “Charge to Open Requisition,” and include a master index number
- For main printing plant jobs, submit a **Procurement Request** to the Procurements Office with quantity, estimated cost, and delivery information along with a copy of the printing specifications and a sample
- Be sure to ask for a proof. The person who checks the proof (a **blueline**) should be able to spot any mistakes the printer makes in setting up the job
- Be sure to have artwork returned to you or the person who will store it
- The Procurements Office types the printing specifications on a **Printing Requisition** (A-21A) and assigns a tracking number. The requisition goes to the printer with the camera-ready art (or disk)—you can hand carry it to the printer, or have the Procurements Office send it. Request that the Procurements Office send you a copy of the final invoice, which will come several weeks after the job is delivered

Work with the Department of Printing

- For copy center jobs, take the originals and a Copy Center Request form to any of the copy centers
- For main printing plant jobs, it’s good to meet with their production coordinator and review everything you need. Let them know who will be available to answer technical questions
- Provide the printer with mailing labels or mailing database files if needed
- For translated materials, determine who will check the bluelines
- Proofread the bluelines and approve or correct any problems
- Schedule a **press check** if needed
- Be available to answer printer’s questions and revise specifications or delivery deadlines if necessary



Definitions:

Blueline—A proof copy made on paper similar to blueprints. This is a low cost way to check that the printer has set your job up correctly so it is in the right order, color separations are right and all the parts are there. Do NOT use a blueline as your final proof for content (spelling, word changes, etc.) That should have been done already. Doing it now will be costly and cause delays. For most color jobs, the state printer is now using a color proofing system instead of bluelines, but many commercial print shops still use them.

Copy Center Request—State form (A24) used to submit specifications for jobs sent to any of the state copy centers run by the Department of Printing.

Press check—For color printing or jobs with complicated images, someone with an understanding of offset printing stands by the press as the job is being printed and works with the press operator to adjust the ink levels.

Printing Requisition—State form (A-21A) used by the Department of Printing for specifications and to track print jobs handled by the main plant.

Printing specifications—Technical details the printer needs to know, including number of copies, brand and weight of paper, Pantone ink colors, and other instructions for photo output, binding, packaging, mailing, delivery, etc.

Procurement Request—DOH form (704-006) used to track Field Orders and Printing Requisitions.

NOTE:

Color printing and copying—These two reproduction processes require very different artwork. Do not assume that a Word document in color can be used as camera-ready art or that it will be economical to print. See page 20 for information about the Department of Printing.

Resources

DOH Webmaster

Office of Information Resource Management. Agency Webmaster advises on DOH Web pages, policies and procedures for the Internet, and posts documents to the Web site.

DOH Webmaster
360-236-4445

DOH Office of Contracts, Properties and Procurements

Processes Procurement Requisitions and approves and tracks Printing Requisitions for jobs sent to the main printing plant.

Bill Adams
360-236-3916

State Department of Printing

All printing jobs in Olympia must be processed by the state printer or a copy center. See page 20 for more information.

Main Receptionist
360-753-6820

FAX number to request estimates
360-664-2048 or go to the Web site and use the on-line form

Web site
www.wa.gov/prt/

Includes instructions for sending documents electronically.

DOH Distribution Center

Warehouses, fills orders and ships publications for most CFH programs. Delivery point for most jobs completed by the Department of Printing.

Gloria Schroder	Steve Bichler
360-586-9046	360-664-8688
7745-C Arab Road, Tumwater, WA 98504-7845	

5. Distribution, Inventory and Maintenance

Periodically Review and Evaluate Materials

- **Monitor use** of the publication—who is ordering it, are they using it as you intended?
- Implement your evaluation plan
- **Review and evaluate** the material yearly to make sure it is current, and change or update it before reprinting

Coordinate Ongoing Distribution

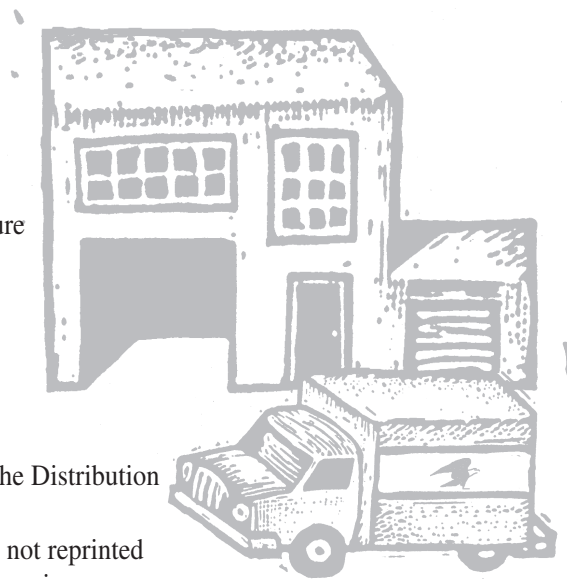
- Send copies to the State Library for archiving and distribution to local libraries in Washington
- Ask the Procurements Office to send you a copy of the printing requisition (A-21A) with the final bill. Keep these on file and make sure the Distribution Center (DOH Warehouse) has a copy of the latest printing requisition
- Develop and coordinate a regular process for **inventory**, review and distribution with the Distribution Center

Maintain Files and Artwork

- Determine a location for **storing art and computer files** and inform the Distribution Center so they can find the files later if needed
- Be aware that the State Printer discards negatives of materials that are not reprinted within two years—don't rely on them for long-term storage or recordkeeping
- Identify a person to be responsible for maintaining computer files and art
- Make **backup** copies of computer files and **archive** the publication
- If you distribute “masters” or copy-ready art so that other agencies can make their own copies, make sure you have a way of notifying users about updates and changes to the material

Reprint, Revise, Discontinue

- Coordinate the ordering of reprints with the Distribution Center
- For reprints—where there are no changes to the publication—fill out a Procurement Request and send it to the Procurements Office. Include quantity, master index, delivery instructions and the date and requisition number of the last printing order
- For minor changes, contact the person who is maintaining the art and indicate the changes or corrections on a printed copy. Make sure the camera-ready art files are updated and note on the Procurement Request that the publication is being revised. Provide new camera-ready art to the printer. Change the publication date that is printed next to the document's Pub number
- If you are making substantial revisions, read the earlier portions of this document and follow the steps for planning, pretesting, and designing
- Be sure to notify Documents Management and the Office of Health Promotion of any changes that affect information contained in the DOH database and the Health Education Catalog, such as changing the name or discontinuing the publication
- Be sure to update the Web versions of your publication if you update the printed versions and vice versa



Definitions:

Archive—a historic record of a printed publication (including the art and computer files), with notes on the development process and the reasons changes were made over the course of the publication's life.

Backup—a second copy of an electronic file, saved and updated frequently as revisions and additions are made to ensure that work is not lost due to computer problems or disk failure. It is your program's responsibility to keep backup copies of your publications. Don't assume that they are stored by the Distribution Center or the State Printer.

Inventory—the quantity of copies that are warehoused for ongoing distribution. Work with the Distribution Center to identify a reasonable quantity to keep in stock based on use, printing costs and available space. Also coordinate the timing of reprints when stocks get low.

Monitor use—part of the evaluation process is to keep tabs on how many copies are being sent out, who is ordering the publication and to periodically check to make sure that it is being used the way it was intended. Contact users, ask a few basic questions and find out if they have suggestions for improving it.

Review and evaluate—a periodic assessment of how current and effective the publication is, which should be done before it is reprinted. State law requires an annual evaluation of all publications to determine if they will be reproduced, revised or distributed through alternative means.

Storing art and computer files—establish a long-term, suitable location for keeping camera-ready art on paper and/or on disk so it is safe from moisture, sunlight and magnetic or electronic interference. Computer files for some publications can be quite large and may require larger capacity storage than standard floppies, such as zip drives. As newer versions of page layout software are used, old files may need to be periodically upgraded.

Resources

DOH Distribution Center

Warehouses, fills orders and ships publications for most CFH programs. Delivery point for most jobs completed by the Department of Printing.

Gloria Schroder
360-586-9046

Steve Bichler
360-664-8688

7745-C Arab Road, Tumwater, WA 98504-7845

State Library

Prefer to receive 50 copies of materials developed by state programs for availability at all the regional libraries. If it is not feasible to send 50 copies, a minimum of 15 is acceptable.

Laurie Fortier
360-704-5265

P.O. Box 42460, Olympia, WA 98504-2460

DOH Office of Contracts, Properties and Procurements

Processes Procurement Requests and approves and tracks Printing Requisitions for jobs sent to the main printing plant.

Bill Adams
360-236-3916

State Department of Printing

See page 20 for more information.

Main Receptionist
360-753-6820

Web site
www.wa.gov/prt/

Includes a form to submit estimates and instructions for sending documents electronically.

Publishing Documents on the Web

Work with Your Designer and Webmaster

- Start planning your Web strategy early—before you get to the design and production phase. Determine how your audience will use the Web publication
- Familiarize yourself with DOH Web policies and procedures
- Consult with the DOH Webmaster and your Division's Web page coordinator
- Determine how and where the publication will be posted
- If you are designing new Web pages, select a designer who has Web experience and the ability to create **HTML** or **PDF** files
- Develop a plan for handling updates and changes so that printed publications and Web versions are the same

Decide How Your Publication Will Be Used

There are significant differences between preparing a publication for the Web and for printing. Unless you are simply providing online camera-ready art (the layout for printing), you will probably need to produce at least two different documents—one for printing and one for the Web.

The main things to consider:

- Will users be reading the document on their computer monitors?
- Will the document be an integral part of your program's Web page layout with links to other documents, other pages or other Web sites?
- Will users want to print their own copies of the formatted document?
- Will users want to excerpt or adapt portions of the document?
- Will users with disabilities be able to read the information using assistive devices?

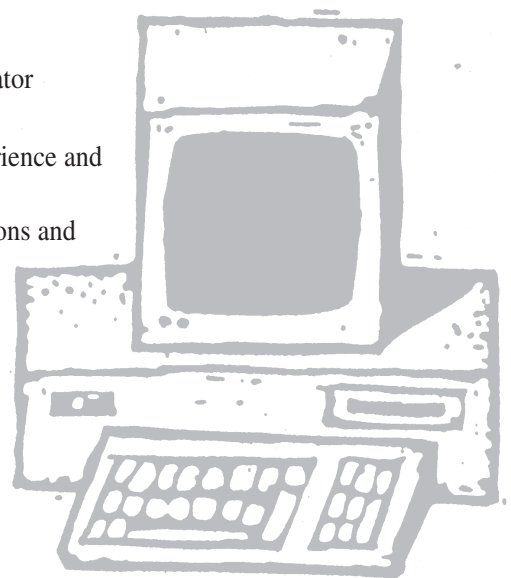
Determine the Best Format

Designing your publication as a Web page in **HTML** is best for viewing on a computer monitor and allows you to create active links. Users have the ability to change how the publication displays on their own computer—colors and fonts can be changed, and graphics turned off. So a publication done as an **HTML** page will not look or print exactly the same way for everyone.

PDF files are ideal for providing camera-ready art so others can print your publication, because they retain your exact formatting and cannot be altered or edited. But **PDFs** are not recommended for viewing on a monitor, because they do not meet **ADA** requirements, and the layout for printing may not be in sequential viewing order—unfold a brochure and you'll see the problem.

To meet **ADA** requirements for Web publications you can provide **plain text files** with minimal formatting, so they can be read with special assistive devices. A text file also makes it easy for users to excerpt or cut and paste portions of the publication.

Be sure to write clear descriptions to accompany one or more of these formats on the Web page, so people know what they are getting and how to use or download the files.



Definitions:

HTML—Hypertext Markup Language—coding used for creating Web pages. It is a way to define sizes of elements, positioning, colors, etc. It also makes a document multi-dimensional so you can link to other parts, other documents, other sites.

PDF—Portable Document Format—saves your document so it will look the same on any computer—fonts, graphics and all. Used for posting documents on the Web so they can be downloaded by users. It is also used for sending camera-ready art to printers. PDFs cannot be changed or edited. PDFs do not currently meet standards for providing information to people with disabilities.

Plain text files are basic word processing files, such as in Microsoft Word. They contain only minimal formatting such as headlines—no columns or graphics. People with special computer devices can open these files and listen to a voice read-out, for example.

Resources

DOH Webmaster

Office of Information Resource Management. Agency Webmaster advises on DOH Web pages, policies and procedures for the Internet, and posts documents to the DOH Web site.

Webmaster@doh.wa.gov
360-236-4445

DOH Office of Health Promotion (OHP)

Consults on Web content and strategies for health education or health promotion projects. Maintains the H.E.R.E. in Washington Web site (Health Education Resource Exchange—www.HEREinWA.org) and the DOH Health Education Catalog, which is available online. Can convert many existing educational documents to PDF files for posting on the Web.

Don Martin
360-236-3707

Bobby

The Center for Applied Special Technology provides this free, public service, Web-based tool that analyzes Web pages for their accessibility to people with disabilities.

www.cast.org/bobby/

World Wide Web Consortium

Develops technologies for common Web protocols. This organization has been working for several years on recommendations for how to provide information on the Internet for people with disabilities.

www.W3.org/

ADA Requirements

The Americans with Disabilities Act requires that the state make reasonable accommodations to ensure that services are accessible to people with disabilities. The federal law applies to employment, facilities and publications.

Workshops, Meetings or Pre-registration

If you are planning a workshop or other event that is open to the public, you must hold it in a facility that meets ADA standards for access, restrooms, etc. Check with the Facilities Office for a list of approved meeting rooms and hotels. Registration materials must also notify people with disabilities that accommodations, such as sign language interpreters, can be arranged. Sample wording:

Any person with a disability who needs an accommodation to participate in this program may make arrangements at least two weeks prior to the event by calling [phone and name of the person handling arrangements] or by writing [your office address].

Documents in Alternative Formats

State agencies are required to ensure that information be provided on request in alternative formats to people with disabilities. "Alternative format" does not mean translation to another language. It usually means formats for people with impaired vision or hearing, but it may cover other disabilities, too. Typical alternative formats are large print, audio tape and Braille. To minimize publication costs, you are encouraged to produce alternative formats only when they are requested. All educational materials must have this statement printed under the DOH logo and publication number:

For persons with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-525-0127.

In Spanish:

Para personas deshabilitadas, este documento está disponible a su pedido en otros formatos. Para ordenar este documento en otros formatos, llame a 1-800-525-0127.

Calls go to the DOH Consumer Assistance Line (because it is toll-free statewide), which then contacts the office that produced the document. It is the responsibility of that office to provide the requester with an alternative format. If your office has its own toll-free number, you can use that instead of the Consumer Assistance Line.

Non-discrimination Statements

Some state agencies, such as Department of Social and Health Services, and some DOH offices that provide direct services may require documents to include a statement of non-discrimination. Check on the policy of your office. If you are working with another agency, such as DSHS, check on their policy and wording.



Definitions:

Some typical alternative formats:

Large print—a print-out of the document in 16 to 18 point type. Recommended fonts are New Century Schoolbook, New York Times, Helvetica or New Times Roman. It should be black ink on cream colored, non-glossy paper. Other preferences include:

- Proportional spacing
- Justified right and left margins
- Avoid hyphenation
- Line lengths less than six inches
- Columns at least three inches wide
- Double spaced and indented paragraphs
- Avoid reversed type
- Print on one side of the paper

Audio tape—a tape recording by a staff member reading the text of the material. Use a tape recorder with adjustable speed and tone indexing. Don't run the recorder on batteries—use the power cord. Record on 60 or 90 minute tapes in a small room free from background noises. Other preferences:

- Know correct pronunciations
- Read at a normal or slightly faster pace—do not read slowly
- Read the text as written, do not make corrections
- Begin the tape by announcing the name of the document, author (or agency and office), and the name of the person who is making the recording
- Announce the side of the tape, page numbers, and the end of the recording. Also announce when there are quotation marks and italics
- Correct mistakes by re-recording

Braille—a transcription done with special equipment by a certified Brailist. Contact the Governor's Committee on Disability Issues and Employment for references.

Resources

Governor's Committee on Disability Issues

P.O. Box 9046

Olympia, WA 98504-9046

360-438-3168

Assistive Devices

For loan	General Administration	360-902-7210
Closed caption	DOH Human Resources Office	360-236-4413
Sign Language Interpreters	Governor's Committee	360-438-3168

Telecommunications

The Washington Telecommunications Relay Service is available to assist those requesting disability accommodation:

Voice	1-800-833-6384
Telebraille	1-800-833-6385
Teletype (TTY)	1-800-833-6388
Operator Services for the Deaf (OSD)	1-800-855-4000
Speech to Speech	1-877-833-6341
Voice Carry Over (VCO)	1-800-833-6386
Voice Spanish	1-877-833-6398
Spanish TTY	1-877-833-6399

Facilities Compliance with ADA

DOH Facilities Office

360-236-3915

Reasonable Accommodations for DOH Employees

DOH Human Resources Office

360-236-4408

Washington State Department of Printing

Manages all printing and copy center jobs for state offices/agencies in Olympia.

Main Printing Plant:

State Modular Bldg. Airdustrial Way, Tumwater

P.O. Box 47100, Olympia, WA 98504-7100

Web site: www.wa.gov/prt/ (includes an on-line form for getting printing estimates)

Copy Centers in Olympia, Lacey and Tumwater:

- Handle jobs that are usually copied on xerox-type machines or small presses
- Handle smaller quantities in standard sizes (8.5 x 11, 8.5 x 14, 11 x 17)
- Use black ink only for most copying
- Offer a few specialty services, such as tab dividers, color copying (less than 100 copies) and some types of binding, such as thermal tape and saddle stitch
- Are best for quick turn around (often next day) and text documents (without photos or detailed art)
- Can take computer layout files online

The Department of Printing Main Plant:

- Handles offset printing, two or more ink colors, larger quantities and jobs with special requirements
- May handle your job in-house or “farm it out” to a privately-owned print shop
- Produces higher quality printing, such as photographs and highly designed materials
- Prints 4-color process (such as color photos) and non-standard sizes
- Can help you find specialty services, such as printing on fabric and vinyl, or embossing, varnishing, etc.
- Can help you find a graphic designer
- Keeps film negatives on file for two years and handles regular reprints
- Has technical experts that do pre-press, photographic scanning, color corrections and separations, etc.
- Can take files on disk
- Handles labeling and bulk mailing using your mailing list database or labels

Important notes

Except in rare emergencies, all printing must be processed by the Department of Printing. If they are unable to handle your job or meet your deadline, they will work with you to get it done elsewhere.

Color copying—this xerox or laser-type process is expensive per copy. Color copying is very different from color offset printing. If you use the output of your color laser printer as camera-ready art, expect to pay about \$.75–1.00 per copy per page. Color copying is useful for samples, proofing or for a small number of copies.

Color offset printing—also called 4-color process or spot color—is used for high quality reproduction and larger quantities. It requires artwork prepared as a color separation. Consult with the printer or a designer before preparing the artwork.

The Department of Printing discards the files on your job after 2 years if it is not reprinted.

They have limited storage. If they have your only set of originals for a publication (film negatives), it may be discarded and you will have to recreate it all from scratch. **Always keep a backup copy of your artwork** in case anything happens to the art you send to the printer. Plan your reprints on a one to two year cycle or ask the printer to return negatives once the job is printed. Make arrangements to store them in a suitable location.

Notes